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A CAHNERS PUBLICATION SERVING THE TOTAL FOODSERVICE INDUSTRY

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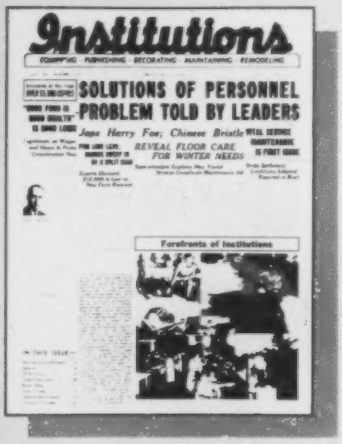
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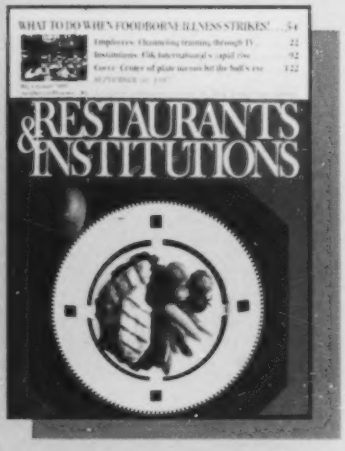

In 1937, when *Institutions* was launched, we were a tabloid in mostly black and white. In 1987, our name and size have changed, we print more four-color pages of food than any other magazine, but we are still dedicated to serving the foodservice industry in the most informative and beautiful way possible.

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50 Years R&I 1937-1987

THE '70s

From fast-food franchises to fern bars, chain growth hits stride.

In 1979, this White Castle (below) was constructed to replace one opened in 1929. A Japanese Buddhist priest (r.) enjoys McDonald's french fries.

CHAIN GROWTH DURING THE '70s

Unit and sales volume grew nearly 1,000% during the period, making the '70s the decade of the fast-food chains. McDonald's began to show its dominance, while Wendy's entered the picture and quickly became an industry leader.

1970	Units (in millions)	Sales	1979	Units (in millions)	Sales
Kentucky Fried Chicken	3,722	$700	McDonald's	5,747	$5,385
McDonald's	1,592	587	KFC	6,091	2,189
Dairy Queen	4,151	465	Burger King	2,620	1,850
Howard Johnson's	900	365	Wendy's	1,818	1,002
A&W	2,505	249	Dairy Queen	4,860	926
Burger Chef	1,174	240	Pizza Hut	3,944	878
Burger King	770	225	Hardee's	1,250	750
Taste Freez	2,123	198	Big Boy	1,095	719
Big Boy	625	123	Denny's	858	593
Denny's	767	118	Sambo's	1,117	544

Source: *Restaurants & Institutions*' 400, 1971, 1980

The country was heading toward recession. Gasoline prices were skyrocketing. Food prices were higher and construction starts were weak. Almost everyone was feeling the pinch in the 1970s.

But restaurant chains, emphasizing expansion through franchising, continued to outpace the economy. Entrepreneurship was peaking and hard-working franchisees were willing to do what it took to succeed. A fashion-conscious America was on the go more than ever and speedy fast-food chains and trendy theme restaurants were replacing even more family-run operations.

The chains were concepts for the times. They provided convenience, quality and reliability. Fast food became as convenient as packaged goods in the grocery store.

While McDonald's grew from 1,500 to nearly 6,000 units during the decade, the new fast-food star was Wendy's. Four company-owned units were in operation in 1972 and founder David Thomas had big plans for national expansion. By the end of the decade nearly 2,000 Wendy's dotted the landscape.

Some of the other more successful growth chains during the decade included Bob Evan's Farms, Chick-fil-A, Mr. Gatti's, jojo's, Skipper's, Wienerwald U.S.A., Denny's, and Mom 'n' Pop's Ham Houses.

The chains had successfully infiltrated the city and suburbs by the mid-'70s, so it was time to venture into small towns, once considered too small for a national concern. Since profits were flowing, the fast-food chains also set their sights on shopping malls and began to expand overseas.

In 1970, Kentucky Fried Chicken opened its first outlet in Tokyo. By 1981, there were 324 units in Japan racking up sales of $200 million. The key to the success of chains abroad included adapting to the labor practices of the country and changing the taste of those weaned on weinerschnitzel and sauerkraut or fish and rice. Some con-

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A Wendy's crew team (l.) gives the thumbs up sign, indicative of the chain's strong growth during the '70s.

ACTION EXPRESS

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